

Marketing Plan – Advertising

Media Expenses: _____
Production Expenses: _____
Creative Expenses: _____
Fulfillment Expenses: _____

TOTAL ADVERTISING EXPENSE: _____

Advertising Goals and Objectives:

Target Market #1 (for example, RV Enthusiasts):

<u>Advertising Medium</u>	<u>Audience Reached</u>	<u>Cost</u>
(example: RV Magazine)	(RV Owners & Renters)	(\$4,000)

Target Market #2:

Advertising Medium

Audience Reached

Cost

(example: Modesto Bee)

(Modesto Adult Baby Boomers)

(\$6,000)

Target Market #3:

Advertising Medium

Audience Reached

Cost

(example: Hwy 65 billboards)

**(Drivers going to Sequoia
National Park)**

(\$6,000)

Target Market #4:

<u>Advertising Medium</u>	<u>Audience Reached</u>	<u>Cost</u>
(example: KHOT Radio)	(Skateboarding Teens)	(\$3,000)

Note: See Chapter Six – Public Relations & Advertising for a full discussion of the who, what, when, where, why and how of advertising.